UNITED STATES DEPARTMENT of the INTERIOR

FISH AND WILDLIFE SERVICE Bureau of Commercial Fisheries

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AMERICAN FISHERY PRODUCTS TO BE PROMOTED AT EUROPEAN FAIRS

The Department of the Interior's Bureau of Commercial Fisheries said today that processed fishery products from the United States will be vigorously promoted at two important trade fairs in Europe during January 1966.

The products, many of them new to European markets, will be displayed at the International Hotel and Catering Show in London from January 18 to 27, inclusive, and at the United States Food and Agricultural Exhibit in Milan, Italy from January 19 to 25, inclusive.

Both fairs are expected to attract many of the leading trade people in Europe, including importers, brokers, agents and buyers.

Donald L. McKernan, Bureau Director, said the London show will feature portion control of food, and emphasize servings for institutional use. The London fair will include food products from all over the world, while the Milan exhibit will display only American food and agricultural products.

A feature at London will be preparation of fishery products by an internationally famous chef who will use recipes approved in the Bureau's test kitchens.

Director McKernan said American firms may exhibit their fishery products free of charge at both fairs, and are invited to send representatives to the Milan exhibit. Because of space limitations at the London fair, American exhibitors will not be able to man their displays, but Bureau representatives will be at both fairs to coordinate promotional efforts.

Mr. McKernan said both the Bureau and the United States fishing industry were highly encouraged by successful participation in recent European fairs at Cologne and Brussels, where fishery products were displayed separately from other foods for the first time.

Only fishery items produced or processed in the United States may be exhibited by American firms, and only a limited number can be accommodated at the London and Milan fairs. Arrangements must be completed on or before December 15, 1965.

Complete details concerning both fairs are available from A. L. Morel, Branch of Marketing, Bureau of Commercial Fisheries, Department of the Interior, Washington, D. C. 20240.

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